

FIG. 1

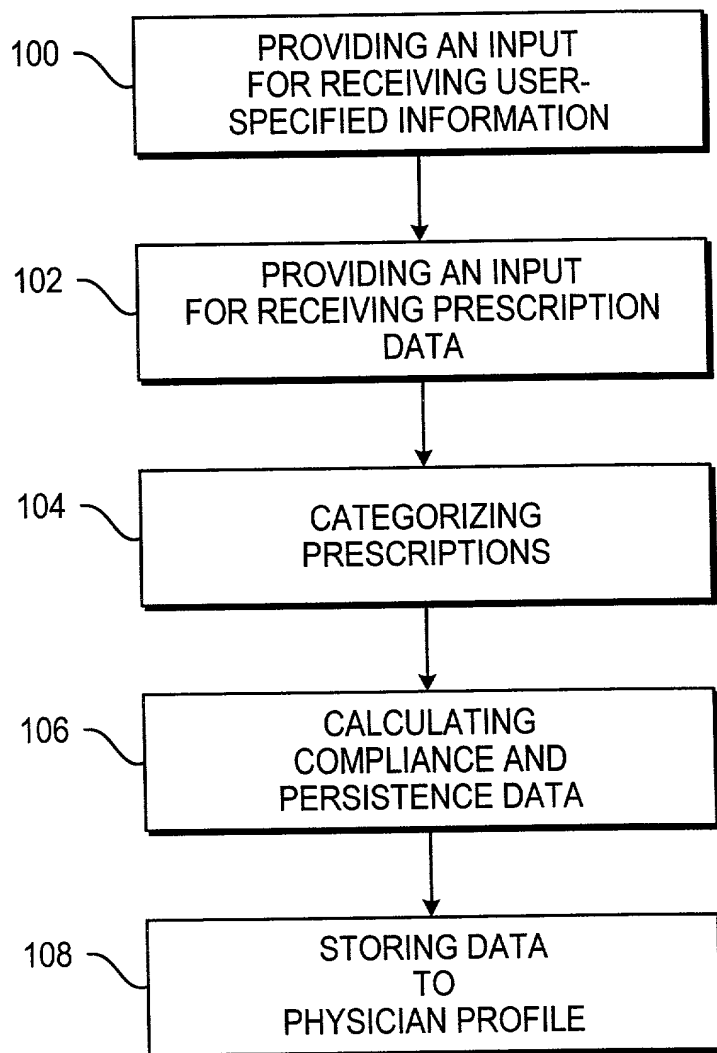


FIG. 2

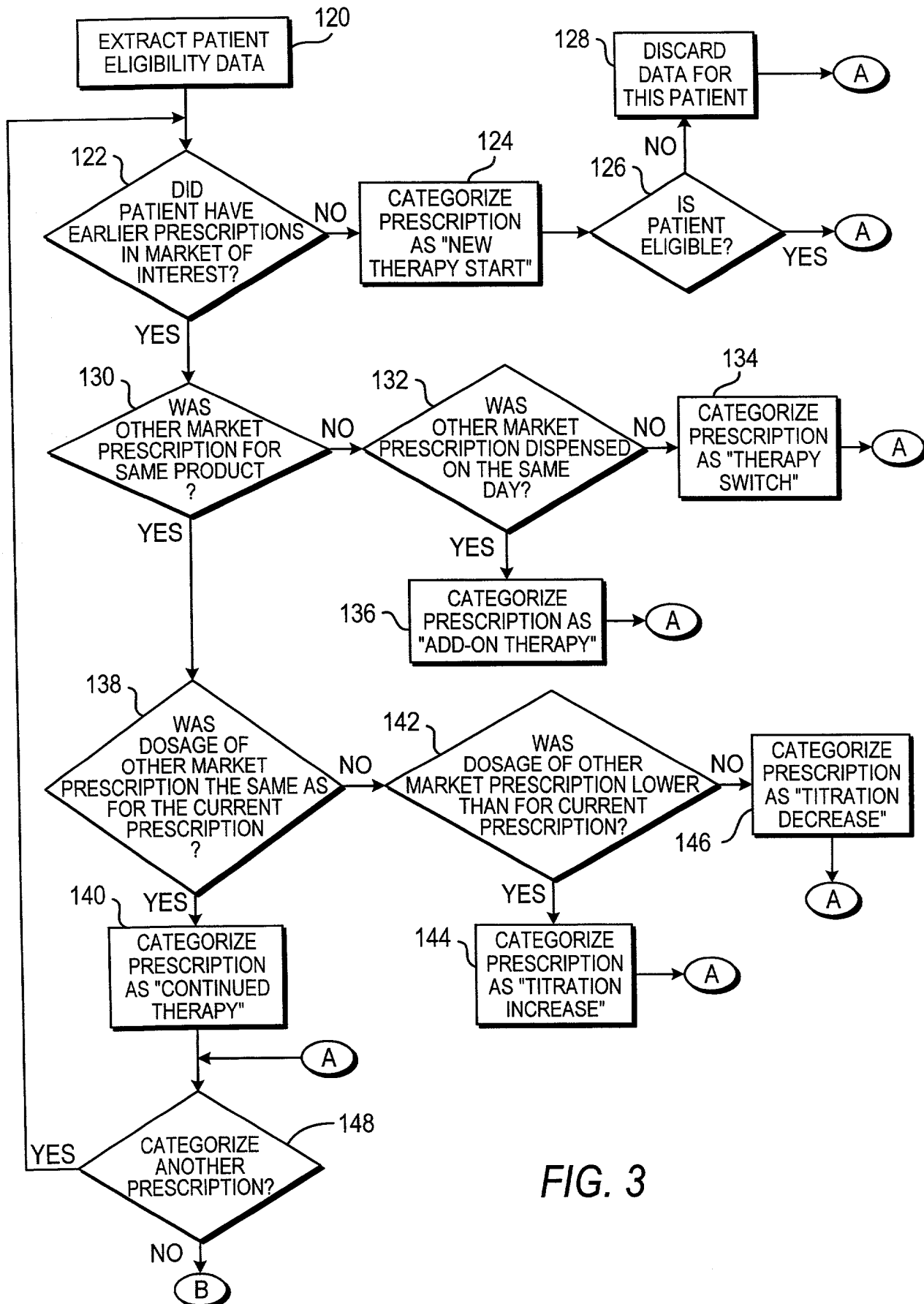
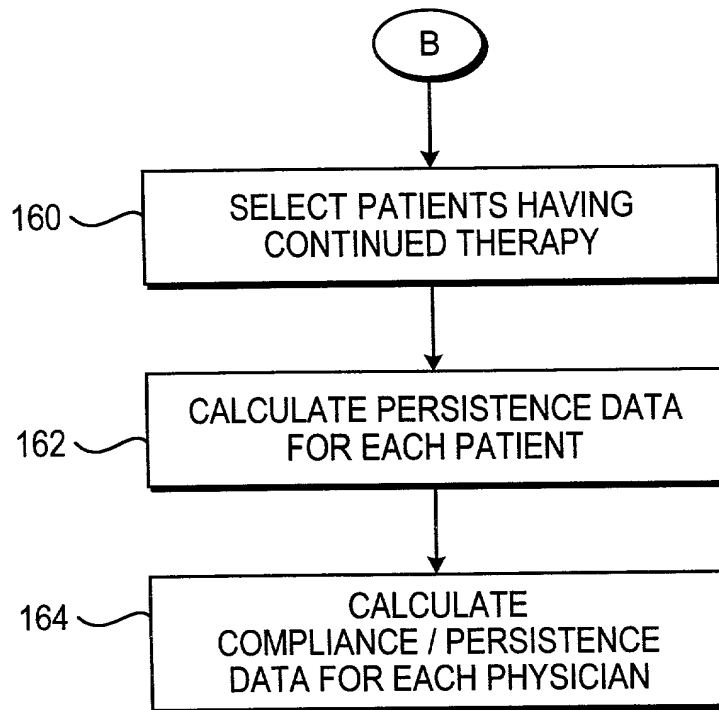


FIG. 3

*FIG. 5*

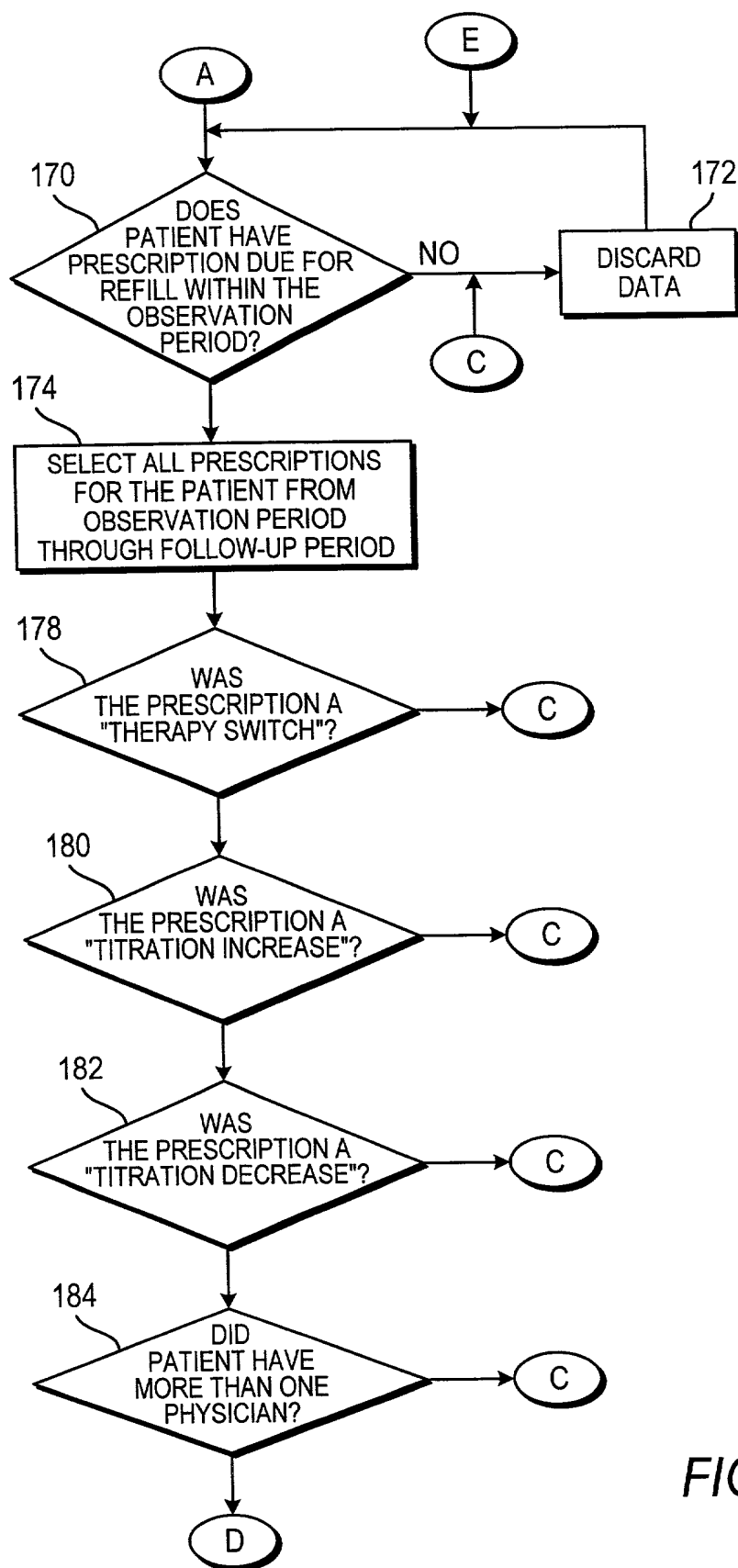


FIG. 6

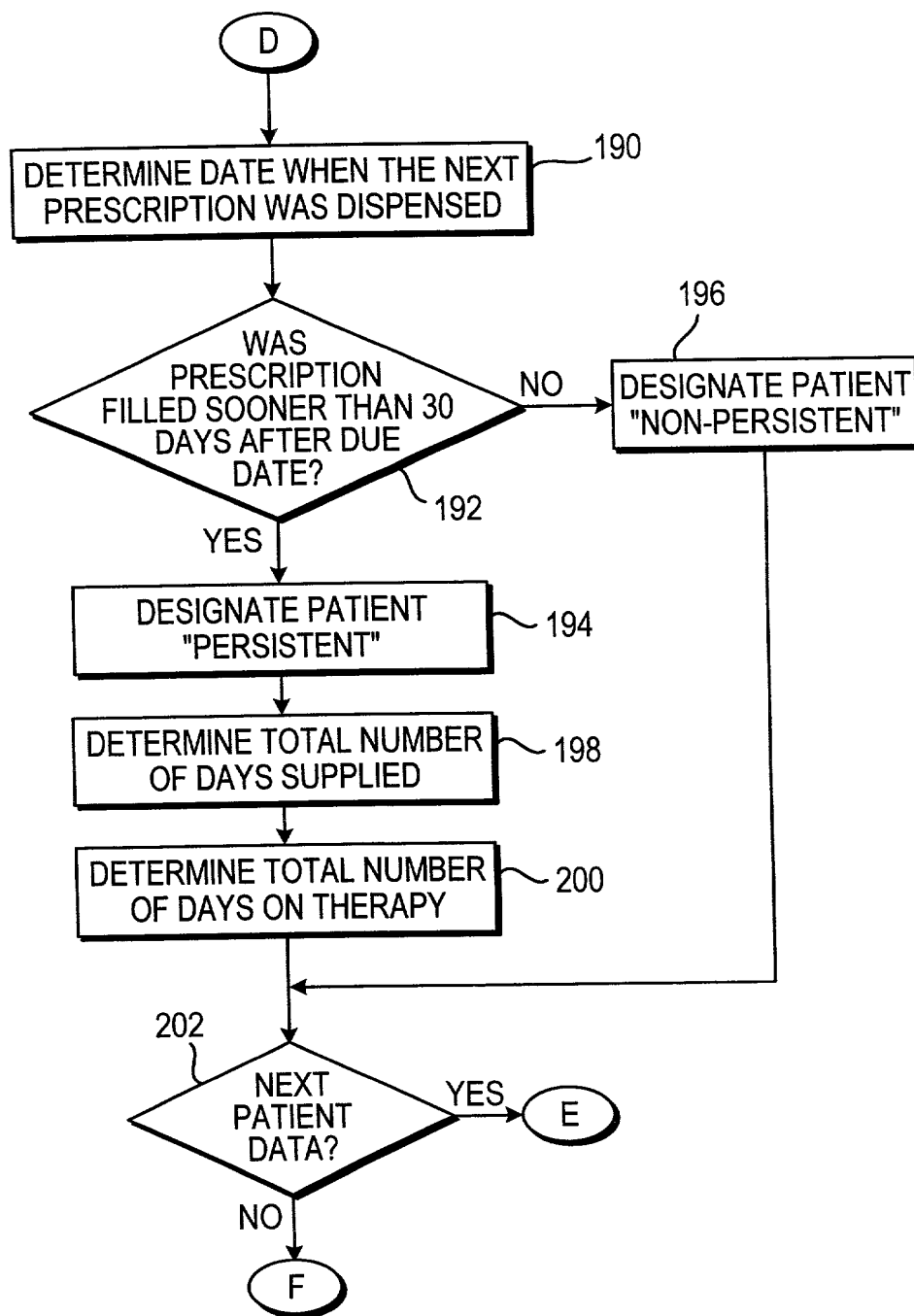


FIG. 7

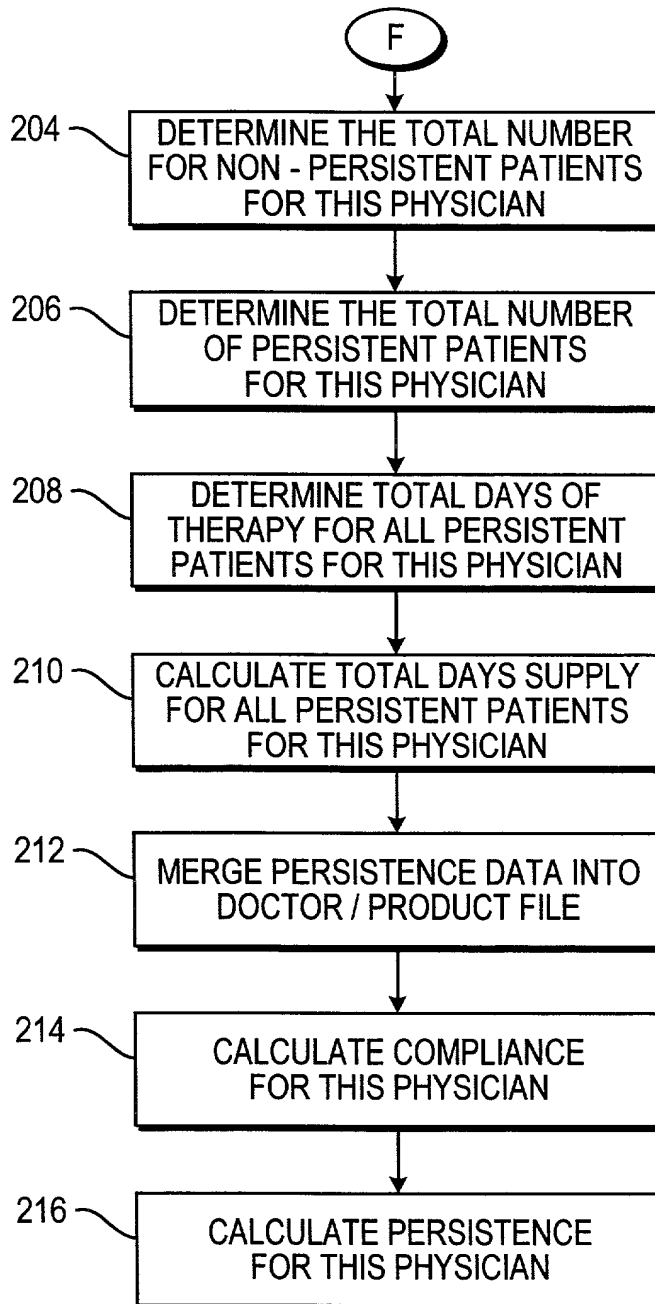


FIG. 8

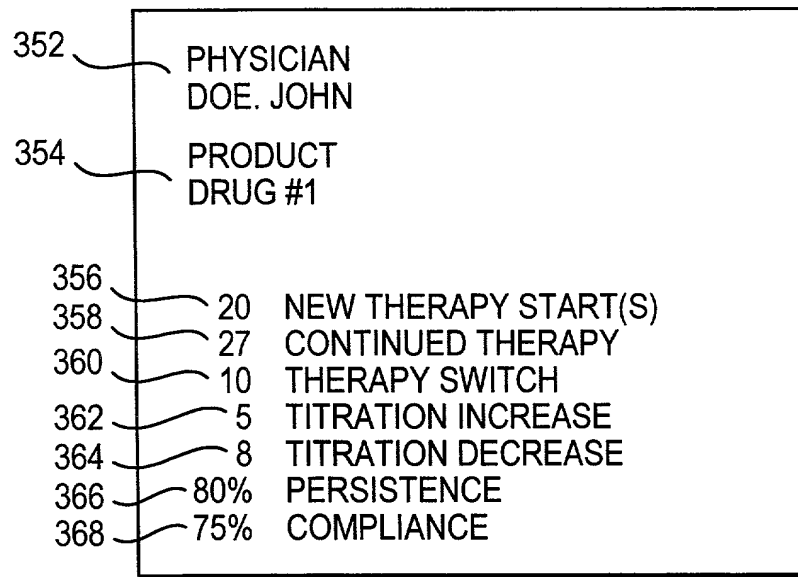


FIG. 9

FIG. 10

EARLYVIEW - EARLYVIEW REPORT (JUL 1999 - JUL 2000)
TOP 50 PRESCRIBERS FOR ROLLING 12M MARKET VOL
KEY PRODUCTS: DRUG #1, DRUG#2

400

402

410

MARKET SALES FORCE TERRITORY	CHRONIC PAIN											
	:275	NRx MARKET SHARE (%)										
	:040001099	LRx	R12M	NRx	JUN'00	JUL'00	JUL'00	JUL'00	AUG'00	AUG'00	SEP'00	SEP'00
	EARLYVIEW SUMMARY	PRODUCT	406	TREND	06/30	07/07	07/14	07/21	07/28	08/04	08/11	08/18
416	DRUG #1		N	1196	21.3	23	17.9	23.6	25.7	21	22	16.5
	DRUG #2		U	4594	67.5	62.6	70.1	64.2	64.3	70.1	69.8	76.2
	MKT VOL			6345	372	367	415	415	443	504	504	623
												531
MARKET SALES FORCE TERRITORY	CHRONIC PAIN											
	:275	NRx MARKET SHARE (%)										
	:040001099	LRx	R12M	NRx	JUN'00	JUL'00	JUL'00	JUL'00	AUG'00	AUG'00	SEP'00	SEP'00
	EARLYVIEW SUMMARY	PRODUCT	406	TREND	06/30	07/07	07/14	07/21	07/28	08/04	08/11	08/18
412	DRUG #1		D	38	10.1	9.7	22.2	17.5	19.8	15.4	17.7	18.3
	DRUG #2		U	164	71.4	73.2	70.4	82.5	75	84.6	72.1	81.7
	MKT VOL			213	14	15	17	7	20	25	21	20
												15
420a	THIS PRESCRIBER IS SHOWING RAPID SWITCHING BEHAVIOR FROM DRUG #1 TO DRUG #2 SINCE DECEMBER.											
	DOE, JOHN											
	5240583058 (21)											
	34 DENNY DRIVE											
420b	SLOWLY MAKING DRUG #2 THE CHOICE OF SECONDARY THERAPY, REPLACING DRUG #1, TREND STARTING JUNE OF 2000											
	SMITH, MARY											
	0240583012 (4)											
	151 EVERETT AVE											
420c	NEW THERAPY STARTS SIGNIFICANTLY ABOVE AVERAGE MARKET SHARE; STEADY DECLINE IN THE USE OF DRUG #1 FOR NEW THERAPY STARTS SINCE SEPTEMBER											
	ADAMS, JOHN											
	4954565009 (1)											
	3 WOODLAND RD, SUI											
420d	TITRATING UP ON DRUG #1 SLOWER THAN AVERAGE; DEMONSTRATING SWITCHING BEHAVIOR TO OTHER THERAPIES / DRUGS FASTER THAN OTHER PRESCRIBERS											
	MARTIN, MIKE											
	0432852025 (123)											
	2 RANCH AVENUE											

414

NRx MARKET SHARE (%)

R12M

LRx

PRODUCT

406

TREND

06/30

07/07

07/14

07/21

07/28

08/04

08/11

08/18

08/25

09/01

09/08

09/15

09/22

09/29

10/06

10/13

10/20

10/27

11/03

11/10

11/17

11/24

12/01

12/08

12/15

12/22

12/29

01/05

01/12

01/19

01/26

02/02

02/09

02/16

02/23

03/01

03/08

03/15

03/22

03/29

04/05

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